

Rep Order# 9750905 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 1323536

Printed: 09/26/2012 8:53 AM  
Last Received: 09/25/2012 10:16 PM  
Showing Buylines: All Rep Revised Lines

1 of 5

Station WPGH-TV PITTSBURGH, PA  
Advertiser ( ) POLITICAL ISSUE GROU  
Product DCCC  
Estimate# 1200  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1200  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) KATHRYN SARDINSKY  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V5 9/20 SEE LNS 2,7,8,12,16, 17-19 FOR CHANGES

PLS CF -THANKS - KATHRYN

V7 9/25 SEE LNS 3-6,11,14,15 FOR REVISION

TOTAL CNX: \$8025 (ORIGINAL TOTAL \$23,025)

REVISED TOTAL: \$15,000

PLS CF -THANKS - KAT

\*\*\*\*\*

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--- CONTRACT COMMENT ---

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V7 9/25 SEE LNS 3-6,11,14,15 FOR REVISIONS

TOTAL CNX: \$8025 (ORIGINAL TOTAL \$23,025)

REVISED TOTAL: \$15,000

PLS CF -THANKS - KAT

| Ln  | Dates       | Time  | Program                                | Len   | Rate       | Day    | Spots/Week | # of Weeks | Total Spots | Total Cost |
|-----|-------------|---|--|-------|------------|--------|------------|------------|-------------|------------|
| --- | -----       | -----   | -----                                  | ----- | -----      | -----  | -----      | -----      | -----       | -----      |
| *1  | 10/14-10/14 | 10A-11A   | FOX NEWS SUNDAY                        | :30   | \$75.00    | SU     | 2          | 1          | 2           | \$150.00   |
|     |             | Sales Remark:   | V7 -                                   |       |            |        |            |            |             |            |
|     |             |   | V7 Comment Changed, Spots/week Changed |       |            |        |            |            |             |            |
| *2  | 10/13-10/13 | 5P-530P   | 30 ROCK                                | :30   | \$100.00   | SA     | 0          | 0          | 0           | \$0.00     |
|     |             | Station Remark:   | V4 1X NA 10/13 DT PRG CHG.             |       |            |        |            |            |             |            |
|     |             |   | [MADE-GOOD BY LINE(S) 17 18 19]        |       |            |        |            |            |             |            |
|     |             |   | V5 Effective Dates Changed             |       |            |        |            |            |             |            |
| *17 | 10/15-10/15 | 8P-11P  | NLCS                                   | :30   | \$2,500.00 | M      | 1          | 1          | 1           | \$2,500.00 |
|     |             | [MKGD FOR SPOTS MISSED ON LN #2: 10/13(1/WK), MKGD FOR SPOTS MISSED ON LN #7: 10/13(1/WK), MKGD FOR SPOTS MISSED ON LN #8: 10/15(1/WK), MKGD FOR SPOTS MISSED ON LN #12: 10/13(1/WK)] |  |       |            |        |            |            |             |            |
|     |             |   | V5 Added                               |       |            |        |            |            |             |            |
| *18 | 10/09-10/15 | 5P-6P   | MAURY                                  | :30   | \$175.00   | TU-F,M | 1          | 1          | 1           | \$175.00   |
|     |             | [PART OF A MKGD MADE UP OF LINES 17 18 19]  |  |       |            |        |            |            |             |            |
|     |             |   | V5 Added                               |       |            |        |            |            |             |            |

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|-----|-------------|---------|---|-----|------------|--------|------------|------------|-------------|------------|
| --- | ---         | ---     | ---   | --- | ---        | ---    | ---        | ---        | ---         | ---        |
| *19 | 10/13-10/13 | 330P-7P | NCAA FOOTBALL<br>[PART OF A MKGD MADE UP OF LINES 17 18 19]<br>V5 Added   | :30 | \$600.00   | SA     | 1          | 1          | 1           | \$600.00   |
| *3  | 10/09-10/15 | 6P-630P | BIG BANG THEORY<br>Sales Remark: V7 CNX 3X<br>V7 Comment Changed, Spots/week Changed  | :30 | \$500.00   | TU-F,M | 1          | 1          | 1           | \$500.00   |
| *4  | 10/09-10/15 | 630P-7P | TWO & A HALF MEN<br>Sales Remark: V7 CNX 3X<br>V7 Comment Changed, Spots/week Changed   | :30 | \$500.00   | TU-F,M | 1          | 1          | 1           | \$500.00   |
| *5  | 10/09-10/15 | 7P-730P | BIG BANG THEORY<br>Sales Remark: V7 CNX 2X<br>V7 Comment Changed, Spots/week Changed  | :30 | \$800.00   | TU-F,M | 2          | 1          | 2           | \$1,600.00 |
| *6  | 10/09-10/15 | 730P-8P | TWO & A HALF MEN<br>Sales Remark: V7 CNX<br>V7 Comment Changed, Spots/week Changed  | :30 | \$800.00   | TU-F,M | 0          | 0          | 0           | \$0.00     |
| *7  | 10/13-10/13 | 6P-630P | BIG BANG THEORY<br>Station Remark: V4 1X NA 10/13 DT PRG CHG.<br>[MADE-GOOD BY LINE(S) 17 18 19]<br>V5 Effective Dates Changed                            | :30 | \$175.00   | SA     | 0          | 0          | 0           | \$0.00     |
| *8  | 10/15-10/15 | 8P-9P   | BONES<br>Station Remark: V4 1X NA DT MLB. OFR 1X RAISING HOPE/BEN&KATE STP 10/16 @ NCIR.<br>[MADE-GOOD BY LINE(S) 17 18 19]<br>V5 Effective Dates Changed | :30 | \$2,200.00 | M      | 0          | 0          | 0           | \$0.00     |
| *11 | 10/09-10/15 | 10P-11P | CHANNEL 11 NEWS ON FOX53@10<br>Sales Remark: V7 TP REVISED & 1X CNX.<br>V7 More than 2 codes changed  | :30 | \$800.00   | TU-F,M | 4          | 1          | 4           | \$3,200.00 |

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| --- | ---         | ---       | ---  | --- | ---      | ---    | ---        | ---        | ---         | ---        |
| *12 | 10/13-10/13 | 10P-1030P | CHANNEL 11 NEWS ON FOX53@10<br>Station Remark: V4 1X NA 10/13 DT PRG CHG.<br>[MADE-GOOD BY LINE(S) 17 18 19]<br>V5 Effective Dates Changed | :30 | \$800.00 | SA     | 0          | 0          | 0           | \$0.00     |
| *14 | 10/09-10/15 | 11P-1130P | SEINFELD<br>Sales Remark: V7 CNX 1X<br>V7 Comment Changed, Spots/week Changed  | :30 | \$225.00 | TU-F,M | 4          | 1          | 4           | \$900.00   |
| *15 | 10/09-10/15 | 1130P-12A | 30 ROCK<br>Sales Remark: V7 -<br>V7 Comment Changed, Spots/week Changed  | :30 | \$175.00 | TU-F,M | 2          | 1          | 2           | \$350.00   |
| *16 | 10/14-10/14 | 12A-1230A | BIG BANG THEORY<br>Station Remark: V4 PLS CHG TP TO 12-1230A ON 10/14 @ NCIR.<br>V5 Time Changed, Comment Changed                          | :30 | \$225.00 | SU     | 1          | 1          | 1           | \$225.00   |

#### ---REPORT TOTALS---

Report Totals: 20 / \$10,700.00

#### ---SALES MONTHLY TOTALS---

Oct 12: 23 / \$15,000.00

Sales Totals: 23 / \$15,000.00

Station Totals: 23 / \$15,000.00

Lines not sent/rclld/rtrn: 0 / \$0.00

#### ---COMPETITIVE---

|               |             |      |    |      |     |      |     |      |    |      |     |
|---------------|-------------|------|----|------|-----|------|-----|------|----|------|-----|
| Market Totals | \$1,423,650 | CABL | 0% | KDKA | 35% | UNKN | 0%  | WPCW | 1% | WPGH | 10% |
|               |             | WPMY | 1% | WPXI | 30% | WTAE | 23% |      |    |      |     |

Books null

Demos RA35+

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